

UNITED STATES DISTRICT COURT
FOR THE
DISTRICT OF MASSACHUSETTS

FEDERAL TRADE COMMISSION
Plaintiff

V.

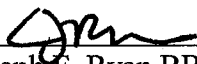
DIRECT MARKETING CONCEPTS, INC.
et al, Defendants

DOCKET # 1:04-cv-11136-GAO

APPEARANCE FOR
DEFENDANTS TRIAD ML MARKETING, INC.,
KING MEDIA, INC. AND ALLEN STERN

TO THE CLERK:

Please enter my APPEARANCE for the defendants Triad ML Marketing, Inc., King
Media, Inc. and Allen Stern.



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Certificate of Service

I certify that I served the foregoing Appearance this date upon the plaintiff Federal Trade Commission by telecopier and U.S. Mail, and upon all other counsel of record by U.S. Mail.

October 5, 2004



Joseph F. Ryan BBO# 435720